

Date:

Registration number:

ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU-27

OPEN ELECTIVE - I SEMESTER

SEMESTER EXAMINATION: OCTOBER 2021

(Examination conducted in January-March 2022)

**VC OE 1 – Graphic Design**

**Time: 2 hours**

**Max Marks: 60**

**This question paper contains ONE printed page and *two parts*.**

***Please read the questions carefully.***

***Stick to the minimum and maximum word count for the answers.***

***Provide appropriate references and examples to support your answers.***

**Part A – 30 marks**

1. **Write short notes any SIX (100 to 150 words each)**

**[5 x 6 = 30]**

1. CMYK
2. Job Brief
3. Warm colours
4. Font
5. Calligraphy
6. Visual Hierarchy
7. Visual Language

**Part B – 30 marks**

1. **Answer any THREE questions (200 to 400 words each)**

**[10 x 3 = 30]**

1. What is Typeface? Explain with suitable examples.
2. What is Graphic Design?
3. Explain Design Process.
4. What are the Elements of Design?

- End of Question Paper -